

**TAB 69**

**Paoletti, Lesli BVL-US-B**

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**From:** Paoletti, Lesli BVL-US-B  
**Sent:** Wednesday, July 02, 2003 2:24 PM  
**To:** ✓Waterer, Judy BVL-US-B; ✓Lewis, Stan ROXUS; Terrillion, Scott, M LG BIP-US-R; Soli, Thomas LG BIP-US-R; ✓Kersten, Paul BVL-US-B; ✓Russillo, Tom BVL-US-B  
**Subject:** APPROVAL REQUIRED BY JULY 3: Calcitriol Pricing Revision  
**Importance:** High

Please review the attached price revision and reply with your approval.

Background/Rationale for Price Change

We learned yesterday that Roche has recalled Rocaltrol Oral Solution, the brand product for Calcitriol Oral Solution, due to subpotency. We had a similar situation with Midazolam (also a Roche product, also recalled just prior to our launch of the generic) and it has not been reintroduced into the market. Calcitriol Oral Solution is a small market. Roche has historically had difficulties with supply, has distributed the product only by dropship, and does not advertise the product on its website with their other products.

We suspect that there is a chance that once our generic is approved, Roche will not reintroduce Rocaltrol Oral Solution into the market.

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Proposed Pricing

RLI AWP and WAC are set equal to Roche's current AWP and WAC. Good-Better-Best bid pricing is set at RLI WAC less 5%. Minimum bid is set at WAC less 35% in order to react quickly if the brand does not exit the market.



Calcitriol OS - Pricing -  
Rout...

**Lesli Paoletti**  
**Product Manager**  
**Roxane Multisource Products**  
**Phone: 440/201-3659**  
**E-mail: lpaoletti@cle.boehringer-ingelheim.com**

**Calcitriol Oral Solution 1mcg/mL  
PRICING PROPOSAL - No Brand**

\*\*\*IF BRAND PRICING INCREASES PRIOR TO LAUNCH, THE PROPOSED PRICING BELOW WILL BE INCREASED ACCORDING TO THE RULES DESCRIBED UNDER "CALCULATIONS". YOUR SIGNATURE ASSUMES YOUR APPROVAL UNLESS OTHERWISE NOTED.\*\*\*

NDC#	Pkg Size	Description	Direct Cost	Current Cost
3120-41	15	Calcitriol Oral Solution 1mcg/mL	\$7.09	\$11.66

AWP				PROPOSED				
NDC#	Pkg Size	Description	Brand AWP	Roxane AWP	Rox AWP % off Brand	\$/mL		
3120-41	15	Calcitriol Oral Solution 1mcg/mL	\$179.00	\$179.00	0.0%	\$11.93		
WAC PRICE				PROPOSED				
NDC#	Pkg Size	Description	Brand WAC	Roxane WAC	% off Brand WAC	GM%	\$/mL	AWP-WAC % off AWP
3120-41	15	Calcitriol Oral Solution 1mcg/mL	\$143.20	\$143.20	0.0%	91.9%	\$9.55	20.0%
DIRECT PRICE				PROPOSED				
NDC#	Pkg Size	Description		Roxane Direct		GM%	\$/mL	AWP-DIR % off AWP
3120-41	15	Calcitriol Oral Solution 1mcg/mL		\$157.52		92.6%	\$10.50	12.0%

**ASSUMPTIONS**

Last price change for brand (Rocaltrol, Roche) 3/13/02 (AWP), 2/1/01 (WAC)  
2003 Budget ASP \$89.11, GNS \$945,791  
2003 Budget assumes May 1, 2003 launch as sole generic for 2 years.

**CALCULATIONS**

RLI AWP = Brand AWP  
RLI WAC = Brand WAC (RLI AWP less 20%)  
RLI Direct = RLI WAC plus 10%

**Minimum Bid Price Scenario #2**

NDC#	Pkg Size	Description	Good	Better	Best	Roxane MBP	GM%	\$/mL	MBP % off WAC
3120-41	15	Calcitriol Oral Solution 1mcg/mL	\$136.04	\$136.04	\$136.04	\$93.08	87.5%	\$6.21	35.00%

**ASSUMPTIONS**

\*\*ASSUMES LAUNCH AS SOLE SOURCE

**Bid Price Calculations**

MBP set at WAC less 35%  
Good, Better, and Best price set at WAC less 5%

Calcitriol Oral Solution Pricing  
Revision 7/3/03

**PAOLETTI 18912**  
**CONFIDENTIAL-ATTORNEYS' EYES ONLY**  
RLI-AWP-00081646

**Paoletti, Lesli BVL-US-B**

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**From:** Waterer, Judy BVL-US-B  
**Sent:** Wednesday, July 02, 2003 3:05 PM  
**To:** Paoletti, Lesli BVL-US-B  
**Subject:** RE: APPROVAL REQUIRED BY JULY 3: Calcitriol Pricing Revision

Approved

-----Original Message-----

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**Sent:** Wednesday, July 02, 2003 2:24 PM  
**To:** Waterer, Judy BVL-US-B; Lewis, Stan ROXUS; Terrillion, Scott, M LG BIP-US-R; Soli, Thomas LG BIP-US-R; Kersten, Paul BVL-US-B; Russillo, Tom BVL-US-B  
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<< File: Calcitriol OS - Pricing - Routing.xls >>

**Lesli Paoletti**  
*Product Manager*  
*Roxane Multisource Products*  
*Phone: 440/201-3659*  
*E-mail: lpaoletti@cle.boehringer-ingelheim.com*

**Waterer, Judy BVL-US-B**

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**From:** Kersten, Paul BVL-US-B  
**Sent:** Thursday, July 03, 2003 9:20 AM  
**To:** Paoletti, Lesli BVL-US-B; Waterer, Judy BVL-US-B; Lewis, Stan ROXUS; Terrillion, Scott, M LG BIP-US-R; Soli, Thomas LG BIP-US-R; Russillo, Tom BVL-US-B  
**Subject:** RE: APPROVAL REQUIRED BY JULY 3: Calcitriol Pricing Revision

Lesli,

Sounds great!

Paul

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**To:** Waterer, Judy BVL-US-B; Lewis, Stan ROXUS; Terrillion, Scott, M LG BIP-US-R; Soli, Thomas LG BIP-US-R; Kersten, Paul BVL-US-B; Russillo, Tom BVL-US-B  
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**Lesli Paoletti**  
*Product Manager*  
*Roxane Multisource Products*  
*Phone: 440/201-3659*  
*E-mail: lpaoletti@cle.boehringer-ingelheim.com*

**Paoletti, Lesli BVL-US-B**

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**From:** Russillo, Tom BVL-US-B  
**Sent:** Wednesday, July 02, 2003 3:29 PM  
**To:** Paoletti, Lesli BVL-US-B  
**Subject:** RE: APPROVAL REQUIRED BY JULY 3: Calcitriol Pricing Revision

OK

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**E-mail: lpaoletti@cle.boehringer-ingelheim.com**

**Paoletti, Lesli BVL-US-B**

---

**From:** Lewis, Stan ROXUS  
**Sent:** Thursday, July 03, 2003 8:48 AM  
**To:** Paoletti, Lesli BVL-US-B  
**Subject:** RE: APPROVAL REQUIRED BY JULY 3: Calcitriol Pricing Revision

Lesli,  
Nice margins. Approved.

Have a great July 4,

Stan  
Cost Accounting BIPI/RLI  
slewis@col.boehringer-ingelheim.com  
Ph. (614) 276-4000 x2029  
Fax (614) 274-0974

-----Original Message-----

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**Product Manager**  
**Roxane Multisource Products**  
**Phone: 440/201-3659**

**For Internal Distribution Only**

# **The Multi-Source Gold Sheet**

## **New Product • Price • Package Information**

Number 1312

Date July 18, 2003

### **New From Roxane**

**The following products will be available for  
shipment on July 18, 2003.**

<b>NDC List # 0054</b>	<b>Product</b>	<b>Packaging</b>	<b>AWP</b>	<b>WAC</b>	<b>Direct</b>
3120-41	Calcitriol Oral Solution 1mcg/mL	15mL Bottle with 20 single-use, graduated oral dispensers	\$179.00	\$143.20	\$157.52

**PAOLETTI 18917**  
**CONFIDENTIAL-ATTORNEYS' EYES ONLY**  
RLI-AWP-00081651